

Customer Journey Map

<div>Scenario: [Existing experience through a product or service]</div>	<div>Entice</div> <div>How does someone become aware of this service?</div>	<div>Enter</div> <div>What do people experience as they begin the process?</div>	<div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div>Extend</div> <div>What happens after the experience is over?</div>
<div>Experience steps</div> <div>What does the person (or people) at the center of this scenario typically experience in each step?</div>	Awareness through ads or shared content	Signup/Login to platform	Interact with dashboard & explore toy data	Complete session, export/download insights	Return or re-engage with updated dashboards
<div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div> <ul style="list-style-type: none"> People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects do they use? </div>	Social media post, influencer toy reviews, school newsletter	Login via form or Gmail, confirmation email	Use filters, view charts (e.g., heatmaps, trends), submit survey	Download graphs or export filtered view	Email alert, reminder to revisit dashboard, seasonal toy trends
<div>Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	Discover popular or educational toys, make informed decisions	Access toy market insights for region or time period	Analyze toy trends for planning or research	Save insights for report, shopping decision	Stay updated with toy launches, holiday trends, or new insights
<div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	Eye-catching posts or reliable visuals	Seamless login experience	Dashboard is responsive, filters are helpful, data feels insightful	Export is fast, visuals are clean	Follow-up email is relevant and personalized
<div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, annoying, costly, or time-consuming?</div>	Unclear purpose or cluttered promotion	Long signup or no Gmail option	Too much information, unclear legends, slow loading	Confusion over file type or download format	No updates, irrelevant follow-up content
<div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	Better campaign targeting (e.g., parenting groups, toy brands)	One-click Gmail login, simplified form	Add tutorial or onboarding for first-time users	Provide export options with explanations	Let users subscribe to topics or toy categories for updates